



Traffic Safe Communities Network in Santa Clara County

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TSCN Co-Chairs

- Ken Yeager
Board of Supervisors
Santa Clara County
- Martin Fenstersheib, MD, MPH
Health Officer for Santa Clara County

TSCN Project Director

- Guadalupe S. Olivas, PhD
Director, Public Health Department

Program Manager

- Alma Burrell, MPH
Public Health Department

Work Group Chairs

Alcohol & Impaired Driving

- Jackie Masso
Mothers Against Drunk Driving

Bicycle & Pedestrian Safety

- Ellen Corman
Stanford University Medical Center

Roadway Safety

- Ananth Prasad
SCC Roads and Airports

Participating Agencies (partial listing)

Alcohol Beverage Control (ABC)
ALTRANS
American Medical Response (AMR)
California Highway Patrol
California State Automobile Assn.
Caltrans - Region 4
City of Campbell
City of Cupertino
City of Gilroy
City of Los Altos
City of Los Gatos
City of Milpitas
City of Morgan Hill
City of Mountain View
City of Palo Alto
City of San Jose
City of Santa Clara
City of Sunnyvale
Department of Motor Vehicles
Friday Night Live
Mothers Against Drunk Driving
Metropolitan Transportation Commission
National Council on Alcohol and Drug
Dependence
Office of the Sheriff
Safe Kids Coalition
SCC Board of Supervisors
SCC Emergency Medical Services
SCC Office of the District Attorney
SCC Probation Department
SCC Roads & Airports
SCC Sheriff's Office
SCVMC Trauma Services
Silicon Valley Bicycle Coalition
Stanford Trauma Services
Walk San Jose

FOR IMMEDIATE RELEASE

August 6, 2007

Visual Opportunities

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Countywide Campaign Puts a Stop to Red Light Running

SANTA CLARA COUNTY, CA – In an ongoing effort to reduce roadway injuries and fatalities, Traffic Safe Communities Network (TSCN) in Santa Clara County is working collaboratively with local law enforcement to bring attention to the dangers of red light running. During the month of August, increased patrols will be citing drivers running red lights at targeted intersections (see attachment) throughout Santa Clara County. TSCN's *Stop on Red* Campaign will kick-off August 5 and will coincide with *National Stop on Red Week*, August 5-11.

The goal of TSCN's *STOP on Red Campaign* is to reduce motor vehicle crashes caused by red light running. Many drivers underestimate the dangers of violating a red light. In 2006, there were 1,046 collisions in Santa Clara County where running a red light was the primary cause. The crashes caused 1,014 injuries and four deaths. Santa Clara County Health Officer and TSCN Co-chair Dr. Martin Fenstersheib states, "Crashes resulting from red light running significantly contribute to the number of people who are injured on our roadways each year."

The National Safety Council determined the cost of one fatality due to a motor vehicle crash is over \$1,000,000; a nonfatal disabling injury will cost \$52,900; and a crash resulting in property damage alone will cost \$7,500. The amounts are based on 2005 figures and account for wages, productivity losses, medical expenses, vehicle damage, and employers' uninsured costs.

Red light violations occur when a driver passes the painted limit line after a traffic light turns red. It is also considered a violation when a driver fails to stop behind the limit line when making a right turn at a red light. The minimum fine for a violation is \$336 but additional penalties and assessments can make the final tab much higher. Car repair costs, increased auto insurance premiums, lost wages, and medical bills are just a few of the additional costs if the red light running results in a crash.

This year's enforcement will target intersections where "rat boxes" are installed. The boxes are low-tech electronic devices that allow police officers patrolling an intersection to easily determine when a motorist runs a red light. Since 2000, the California Office of Traffic Safety has provided funding for installation of 100 of the devices across the county.

In addition to the Santa Clara County Public Health Department, the following public safety agencies are participating in TSCN's *STOP on Red Campaign*: Campbell Police Department, Office of the Sheriff, Gilroy Police Department, Los Altos Police Department, Los Gatos Police Department, Milpitas Police Department, Morgan Hill Police Department, Mountain View Police Department, Palo Alto Police Department, San Jose Police Department, Santa Clara Police Department, Sunnyvale Public Safety and the California Highway Patrol.

TSCN's members represent law enforcement, injury prevention advocates, elected officials, traffic engineers, judicial system representatives, community advocates, public health and emergency services personnel. Funding for this program was provided by a grant from the California Office of Traffic Safety through the National Highway Traffic Safety Administration.